

AMENDMENTS TO THE CLAIMS:

1. (Currently Amended) An initial value-setting system for setting the initial available numbers of times of unitary use of prepaid available number-of-times-of-unitary-use storage media for a plurality of users who make use of a certain toll or pay service, the initial value-setting system comprising:

 a means for receiving purchase-application data on each medium including its purchase date and time through a communication network,

 a storage area for storing the opening date and time of advance sale of the media,

 a storage area for storing the closing date and time of the advance sale,

 a storage area for storing the closing date and time of ordinary sale, as distinct from the advance sale, of the media, and

 a storage area for storing a target annual sales of the media,

 a storage area for storing a selling price of the media,

 a storage area for storing a toll expressed in a number of times of unitary use of the service,

 a storage area for storing a most preferential initial number of times of unitary use applicable to media purchased during the advance sale, and

 a storage area for storing sales to date from the opening date and time of the advance sale to the purchase date and time of each medium,

 an initial value-setting means for setting the initial numbers of media with purchase dates and times between the opening and closing dates and times of the advance sale higher than those of media with purchase dates and times between the

closing dates and times of the advance and ordinary sales the initial value-setting means having:

a function f_1 to calculate the number of days from the closing date and time of the advance sale to the purchase date and time of each media,

a function f_2 to calculate a preferential initial number of times of unitary use at the purchase date and time of said medium based on the number of days, the most preferential initial number of times of unitary use, and the toll,

a function f_4 to a function f_3 to calculate the ratio of the preferential initial number of times of unitary use of said medium to the target annual sales of the media, and

calculate the final initial number of times of unitary use for said medium based on the ratio and the sales at the purchase date and time of said medium,

wherein the sales to date comprise total sales to date to [[a]] the plurality of users, and

wherein the larger the total sales to date is, the larger the initial number of times of unitary use is set, and the more rapidly the total sales to date increases, the more rapidly the initial number of times of unitary use increases.

2. (Previously Presented) An initial value-setting system as claimed in claim 1 of which the initial value-setting means sets the initial numbers of media with purchase

dates and times between the closing dates and times of the advance sale in a way such that the earlier the purchase dates and times of the media are, the larger the initial numbers of the media are.

3. (Currently Amended) An initial value-setting system as claimed in claim 1 of which the initial value-setting means sets ~~one~~ and the same number for all media with purchase dates and times between the opening and closing dates and times of the advance sale.

4. (Canceled)

5. (Previously Presented) An initial value-setting device which is a computer and provided with the initial value-setting system according to claim 1, 2, or 3.

6. (Previously Presented) An operating system of prepaid available number-of-times-of-unitary-use storage media for a plurality of users who make use of a certain toll or pay service comprising:

the initial value-setting device according to claim 5 which sets the initial available numbers of times of unitary use of the media and has a means for transmitting the initial numbers,

purchase-application-data input devices each to input and transmit purchase-application data on each medium to the initial value-setting device through a communication network N, writing devices each to receive the initial number of each

medium from the initial value-setting device through the communication network N and write the initial number in said medium, and rewriting devices each to rewrite the remaining available number of times of unitary use of said user's medium every time each user makes use of the service.

7. (Previously Presented) An operating system of prepaid available number-of-times-of-unitary-use storage media for a plurality of users who make use of a certain toll or pay service comprising (i) the initial value-setting device according to claim 5 which sets the initial numbers of times of unitary use of the media and has a means for transmitting the initial number, (ii) mobile communication terminals each including a means for inputting purchase-application data on a medium, a means for transmitting the purchase-application data on the medium to the initial value-setting device through a communication network, a means for receiving the initial number of the medium from the initial value-setting device through the communication network, and a means for writing the initial number in the medium, and (iii) a rewriting device to rewrite the remaining available number of times of unitary use of said user's medium every time each user makes use of the service.

8. (Previously Presented) An operating system of prepaid available number-of-times-of-unitary-use storage media for a plurality of users who make use of a certain toll or pay service comprising (i) the initial value-setting device according to claim 5 which sets the initial numbers of times of unitary use of the media and has a means for transmitting the initial number, (ii) information-processing terminals each including a

means for inputting purchase-application data on a medium, a means for transmitting the purchase-application data on the medium to the initial value-setting device through a communication network, a means for receiving the initial number of the medium from the initial value-setting device through the communication network, and a means for writing the initial number in the medium, and (iii) a rewriting device 4 to rewrite the remaining available number of times of unitary use of said user's medium every time each user makes use of the service.

9. (Previously Presented) A prepaid available number-of-times-of-unitary-use storage medium for a plurality of users who make use of a certain toll or pay service which is a storage medium to be used in the operating system according to claim 6 and has a rewritable storage area of a number of times of unitary use.

10. (Currently Amended) An initial value-setting system for setting the initial available numbers of times of unitary use of prepaid available number-of-times-of-unitary-use storage media for a plurality of users who make use of a certain toll or pay service, the initial value-setting system comprising:

a device for receiving purchase-application data on each medium including its purchase date and time through a communication network,

a storage area for storing the opening date and time of advance sale of the media,

a storage area for storing the closing date and time of the advance sale,

a storage area for storing the closing date and time of ordinary sale, as distinct from the advance sale, of the media, and

a storage area for storing a target annual sales of the media,

a storage area for storing a selling price of the media,

a storage area for storing a toll expressed in a number of times of unitary use of the service,

a storage area for storing a most preferential initial number of times of unitary use applicable to media purchased during the advance sale, and

a storage area for storing sales to date from the opening date and time of the advance sale to the purchase date and time of each medium,

an initial value-setting device for setting the initial numbers of media with purchase dates and times between the opening and closing dates and times of the advance sale higher than those of media with purchase dates and times between the closing dates and times of the advance and ordinary sales,

the initial value-setting device having:

a function f_1 to calculate the number of days from the closing date and time of the advance sale to the purchase date and time of each media,

a function f_2 to calculate a preferential initial number of times of unitary use at the purchase date and time of said medium based on the number of days, the most preferential initial number of times of unitary use, and the toll,

a function f_3 to calculate the ratio of the preferential initial number of times of unitary use of said medium to the target annual sales of the media, and

a function f_4 to calculate the final initial number of times of unitary use for said medium based on the ratio and the sales at the purchase date and time of said medium,

wherein the sales to date comprise total sales ~~to date~~ to [[a]] the plurality of users, and

wherein the larger the total sales to date is, the larger the initial number of times of unitary use is set, and the more rapidly the total sales to date increases, the more rapidly the initial number of times of unitary use increases.